



WXYZ

# ORDER

Print Date 10/23/12

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Flight Dates **10/24/12-10/28/12**

Contract / Revision      **315405 /**  
Original Date / Revision  
                                  10/19/12    10/22/12  
Advertiser **Taj / Democrat / Congress**

Agency    **Barlow Communications**  
Buying Contact

**20360 Harper Ave  
 Harper Woods, MI 48225**

Product  
**Dr. Taj for Congress/POSITIVE AD**  
Agency Com    15%  
Billing Contact  
**20360 Harper Ave  
 Harper Woods, MI 48225**

Sales Office    WXYZL  
Sales Region   LOC  
Agency Ref

Order Sep            00:20:00  
Estimate #           **POSITIVE**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-3  
Advertiser Ref

Primary Account Executive  
 Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 25%    Market Value 38400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	9600
WDWB	%	0
WJBK	25%	9600
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	25%	9600

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	8	\$8,160.00	\$9,600.00	0.00	10/01/12	10/28/12	8	\$8,160.00	\$9,600.00
<b>Totals</b>	<b>8</b>	<b>\$8,160.00</b>	<b>\$9,600.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/24/12	10/28/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-- WTF--	:30	2	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--		2		\$900.00		0.00				
N 2	WXYZ	10/24/12	10/28/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	-- WTF--	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-- WTF--		1		\$800.00		0.00				
N 3	WXYZ	10/24/12	10/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- WTF--	:30	1	\$1,300.00	P-3	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

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Contract / Revision **315405** Flight Dates **10/24/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:20:00

Advertiser **Taj / Democrat / Congress** Product **Dr. Taj for Congress/POSITI** Estimate # **POSITIVE**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/24/12	10/28/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- WTF--	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					1	\$1,300.00		0.00			
N 4	WXYZ	10/28/12	10/28/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,000.00		0.00			
N 5	WXYZ	10/24/12	10/28/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- WTF--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					1	\$2,000.00		0.00			
N 6	WXYZ	10/24/12	10/28/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-- WTFSS	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTFSS					1	\$2,500.00		0.00			
N 7	WXYZ	10/24/12	10/28/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	-- WTF--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-- WTF--					1	\$200.00		0.00			
Totals														8	\$9,600.00